


NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NEWSLETTER



NOVEMBER 1956



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CONVENTION STORY

The 1956 NAEB Convention, according to all reports, was a rousing success. "The best we've had yet!" "Wonderful convention!" were some of the sentiments echoed back at Headquarters.

Registration began Monday with the first trickle of what was to be a flood of approximately 200 persons signing in. Tuesday morning President Frank Schooley opened the convention with a business meeting. That afternoon Richard Hull, Director of Radio-TV at Ohio State, analyzed educational broadcasting, and Bradford Ansley, President of the American College Public Relations Association, spoke on public relations in the educational radio and TV field.

Lockheed Aircraft hosted NAEB conventioners at a magnificent dinner and all-around good time Tuesday night, after a tour of the Lockheed plant.

TABLE OF CONTENTS

November, 1956

General News	1
Association News	6
FCC Actions	19
Box Score	22
Station Aids	22
Research	24
Broadcasting Around the World	24
Teaching by Radio-TV	26
TV Technical Tips	28

The Curbstone Clinics on Wednesday and Thursday were highly successful. The Wednesday night banquet was noted for two excellent addresses - one by Madame Magdeleine Paz of the French Broadcasting System, the other by Dr. John Ivey, Jr., of the Southern Regional Education Board and recipient of the 1956 Eisenhower Fellowship for study and travel abroad. (Major speeches given at the Convention will be reprinted in the December issue of the AERT Journal).

Among the things accomplished in the business meeting Thursday was the election of new NAEB officers. The newly elected officers for 1957 were:

President	Burton Paulu, Director of KUOM, University of Minnesota
Vice President	Richard Hull, Director of Radio-TV, Ohio State University
Secretary	Jack McBride, Director of KUON-TV, University of Nebraska
Treasurer	Robert Coleman, Director of WKAR-AM-FM, Michigan State University

Nominees for Regional Directors were announced (having previously been nominated by mail) and ballots will soon be mailed to all NAEB voting members.

A special citation for distinguished service and continuing good fellowship was presented to Waldo Abbot, Director of WUOM, Michigan, and long active NAEB member. This was the fourth time NAEB has presented an individual award.

The NAEB Constitution and By-Laws were amended to include six types of membership, adding Individual and Sustaining memberships to the already classified Actives, Associates, Affiliates and Honorary. Individuals now classified as Affiliates will soon receive word regarding their new classification. All officers' terms were changed to run one calendar year instead of from election to election. Regional Directors will be elected by mailed ballot within 60 days following the convention. A Director-at-Large will be elected by Individual members only to act as their representative. Also, conventions will now be held on a rotational basis, having the convention site in the Midwest two years out of three. Copies of the amended constitution and by-laws soon will be sent to all members.

The NAEB also adopted resolutions expressing appreciation for the help the Kellogg Foundation, the Ford Foundation and the Fund for Adult Education have given, the untiring efforts of the officers, the excellent convention speakers, the generosity of Lockheed Aircraft, Rich's Inc., RCA and Coca Cola, and Haskell Boyter and his convention committee. May we add our salutations to the convention committee for their successful efforts to make the 1956 Convention "the best."

In 1957 the NAEB Convention will be held in St. Louis from October 30 to November 2. We hope to see all of you there.

DUES INCREASES APPROVED

At the Convention the Board of Directors presented to the membership a schedule of proposed dues increases to become effective January 1, 1958. Not only were these increases approved by the membership, but the general reaction expressed by members speaking to the question was most sympathetic to the problems faced by the Association in attempting to arrive at an equitable dues structure and increasing self-support. The new dues schedule approved, together with the current schedule, are presented below for the information of the membership.

	<u>Current and 1957</u>	<u>1958</u>
ACTIVE		
TV A (5 kw or over)	\$100.00	\$150.00
TV B (under 5 kw)	50.00	75.00
Combination (multiple transmitters)	100.00	200.00
*Radio A	50.00	100.00
*Radio B	25.00	50.00
*Radio C	15.00	25.00
ASSOCIATE	10.00	25.00
AFFILIATE	10.00	15.00
INDIVIDUAL	5.00	7.50
SUSTAINING	to be determined by the Board	

(dues schedule con't.)

	Current and 1957	1958
NAEB Newsletter	\$5.00	\$5.00
AERT Journal	4.00	4.00
TV Research Fact Sheets	2.50	4.00

*Currently and for 1957, radio stations (both AM and FM) are classified according to power as follows: Class A - 5 kw and over; Class B - 1 to 4.9 kw; Class C - less than 1 kw. Beginning January 1, 1958 power classifications for AM will be the same as currently, but those for FM will be as follows: Class A - 10 kw and over; Class B - 1 to 9.9 kw; Class C - less than 1 kw.

In connection with increasing self-support, President Schooley appointed a special committee to study the problem of permanent financing, consisting of Jim Miles, chairman, Bill Harley and Dick Hull. This committee held one meeting in Atlanta and has another scheduled for Chicago November 18. The committee would appreciate any suggestions or ideas that any members might have in this area. It will be recalled that one of the stipulations of the recent three-year grant from the W.K. Kellogg Foundation was that the NAEB undertake a detailed study of methods by which the Association might become completely self-supporting, once the assistance from the Kellogg Foundation terminates in 1959.

NAEB - AERT MERGER

Actions of the NAEB convention in Atlanta and of the Association for Education by Radio-Television (AERT) made possible the merger of NAEB and AERT into one association. Formal acts, legalizing actions taken by the two associations, were carried out by officers of the two associations after the close of the meetings.

By amending its constitution and by-laws, NAEB provided a new membership classification for individuals, agreed through its Board of Directors to publish the AERT Journal, to appoint a permanent committee on utilization of radio and television in education,

and to sponsor the Utilization Day at the IERT in Columbus - an activity which AERT has carried on for years.

In addition, the NAEB convention provided for representation on the Board of Directors of individual members of NAEB. This Director-at-Large will first take office when newly elected NAEB officers and directors assume duties, January 1, 1957.

The merger was effected only after months of considerations given by officers and special committees of both associations to the problems and benefits that would result. Every effort was made by officials of both organizations to see that any actions taken would be for the long range, over-all good of education, and the use of radio and television for education.

"NAEB will try to carry out the special interests of those who have been in AERT," announced NAEB President Frank Schooley. "Furthermore," he said, "individual members can contribute greatly and strengthen the whole educational broadcasting movement. They can help NAEB move ahead."

The retiring AERT President, Leo Martin, told his former members that now they have "become a part of a larger and stronger association," and pointed out that individual members will receive all the past benefits of the Journal subscriptions as well as various added services.

The individual members will select their first representative to the NAEB Board of Directors by mail ballot before the end of the year. The five nominees are the five persons who were AERT officers before the merger.

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ETRC PLANS BLOCK-BOOKING

The ETRC is planning a modification of its program distribution system. In brief, each station will be assigned to one of five distribution blocks and the time required to service each block will be reduced from 4 to 3 weeks. Stations will be allowed to keep programs of all series in their possession for one week. The University of

Illinois will continue to handle all prints and they should be returned promptly to meet distribution deadlines. The system will be initiated gradually and will not affect series the stations have currently scheduled.

--Inside Channels, October, 1956

"The Jeffersonian Heritage," one of the NAEB's network programs, will soon be published in Arabic. The Translations Branch of the USIA has received permission from the NAEB to produce the translated, slightly shorter book (they intend to drop 4 scripts). The organization plans to print 4,000 copies.

ASSOCIATION NEWS

MEMO

FROM THE EXECUTIVE DIRECTOR

On October 10 and 11 I attended the 39th Annual meeting of the American Council on Education.

The main sessions were preceded by a called meeting of the Council for Financial Aid to Education, to discuss procedures for a forthcoming national campaign by the Advertising Council on behalf of higher education.

It is their hope to launch this program next spring on a preliminary educational phase, with the action stage scheduled for the following fall. We shall keep you informed as to plans for this development.

As you probably know, the NAEB is one of the constituent members of the ACE, and these sessions provide an excellent opportunity

for an interchange of ideas for participation in various action programs of the Council. In addition to the section meetings, which are always useful, there were four outstanding addresses. On Thursday morning we heard David Dodds Henry, University of Illinois President, and Roy E. Larsen, President of Time, Inc.. Thursday evening Henry T. Heald, new President of the Ford Foundation, and Marion B. Folsom, Secretary of Health, Education and Welfare, spoke.

I found some of the remarks by Dr. Henry of direct interest to us. He began by pointing out the obsolescence of the opinions of most laymen regarding education. People remember education by the methods applied to them when they were students. This is not true for doctors or ministers, and these areas are judged on the basis of current performance. Also, education has never had enough resources to accomplish its measures. Still there is a belief in education on the part of American people who look to it for help in national defense, economic development, health and other assistance.

Dr. Henry quoted Walter Lippmann who said we must measure educational needs just as we do national defense needs ... not by what is easy to do, but what is necessary. In the present need, we have turned to the mass media for help. The isolation of the academic community is no longer as great as it used to be. Most educational institutions now use the newspaper, film, TV and radio to tell their story. Advertising agents have helped in the creation of an increasingly favorable climate.

But the long hard business of education can't be done by anecdote, feature, or the dramatic. Education is now so complex that it needs much more. How are we to translate and evaluate for the citizen? The public's understanding is not easy to achieve. We need more than traditional "public relations;" we need to adapt proper modern methods to this need.

Twenty to 25 years ago the academic community was set apart. Now, with the kind of civic participation we have, there are many committee contacts and involvements which bring laymen into contact with school efforts and school people in contact with community projects.

Dr. Henry listed several precepts he has developed. There must be belief in citizenship values on the part of school leaders,

and the setup of a mechanism of continuous communication aimed at broad public support. The school must reject press-agentry, help become a force of community development and minimize conflicts. It must establish its reputation for integrity.

Civic leadership, on its part, must accept the central place of youth development in our civilization. It must believe in the independence of schools from government and the need of broadly-based educational economic support. Community evaluation is essential, but must be based on real information.

Both sides need a "steadiness of reasonableness" and avoidance of angry tones or arrogance. The educator, particularly, must proceed in a calm and scholarly way in all his community endeavor.

Dr. Henry also pointed out that in his opinion, higher education has inadequate representation to the public. We talk too much to each other. The recent White House Conference, and the President's Committee should help to overcome this lack of getting through to the public. However, the evolution of public education is painfully slow. We still lack the machinery to give an understanding picture rapidly and continuously. Far too often now we find interest only on the part of those whose children, supply of labor, or other direct interests are affected.

Higher education enrollments have doubled three times in the last 50 years. We can meet the needs for doing the same again if we have enough public support. Educated men and women are America's chief resource.

Business, organized labor, and many other groups are providing encouraging support. But there remains much to do, particularly in rallying general public support at the local level.

Roy E. Larsen, President of Time, whose work with the Fund for the Advancement of Education, the President's Commission, the White House Conference and many other groups make him well-known to educators, was the next speaker.

He agreed with Dr. Henry that education is going through a period of transition. He pointed out we can establish no partition

between primary and secondary education on one hand and higher education on the other, since higher education can succeed only if earlier education is good.

Education must achieve a break-through as we did in arms after Pearl Harbor. We need to better bridge the gap between elementary and secondary schools and higher education.

The Junior College is of increasing importance as a bridge. We must remove the stigma from it and use it.

To date, higher education has dealt with relatively small numbers. So far we have each thought principally in terms of our own institution. We need a national view, and a way of meeting the needs of far greater numbers. Higher education can benefit from the experience of the lower public schools which met the flood earlier.

Most lay leaders in our communities are now college graduates. This includes professional and business people, labor and religious leaders, etc. Half a million citizens participated in the 4,000 local and state meetings which preceded the White House Conference where 2,000 of them attended. This was a great step in citizen involvement.

One of the questions raised at the White House Conference was "Should we try to educate everyone?" The answer was yes. We do have the resources and we must be ready to pay the price. Follow-up action is now going on.

The 300,000 school board members of the United States can learn much from such conferences. Such laymen need understanding of education's new needs and the new ways of meeting them. There are 15,000 community and state committees and groups working on education. These people need more involving and more educating. We need to involve more leaders of more voluntary groups and to open our meetings to the press and the general public.

Mr. Larsen quoted Henry Luce and his admonition never to overestimate the knowledge of the public but never to underestimate its intelligence. We need to set our sights high and have the courage to insist on the break-through needed.

(In subsequent discussion someone mentioned that the number of school districts has been reduced greatly in the United States in recent years, and that the number of school board members in America has dropped from some 500,000 to some 300,000.)

In other sessions I found the discussions devoted to "Higher Education and the States" of interest. Particularly interesting was the concern of numerous regents and administrators regarding a trend which is growing in some areas (although fortunately receding in others) in which state auditors and other administrative officials have more and more to say about purchasing procedures, accounting, personnel matters and other problems than is thought to be educationally desirable.

I was unable to stay for the last day of sessions. However, I heard all the main addresses and hope that you, too, will find something of interest in the brief report given here.

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The next important trip I made, of course, was to our Annual Convention in Atlanta.

I believe this was one of our finest conventions. The business sessions were excellent. The discussions and curbstone conferences were fine. The addresses, which will be published in a special NAEB Convention issue of the AERT Journal in December, were among the best we've ever had. You will all receive copies as soon as this issue is available.

In view of the adequacy with which the convention is reported elsewhere in this issue, I shall not go into further detail in this column. To you who were there, it was nice to see you and thanks for your many kind words. To those who were unable to come -- we missed you. Haskell Boyter, Ken Christiansen, and Haskell's fine staff did a marvelous job for the NAEB - setting standards which will be hard to match at next year's convention in St. Louis, October 30 to November 2, 1957, and at Omaha in 1958.

Following our convention I again attended the meetings of the Center Affiliates, October 18 & 19. We are grateful to Dr. Newburn for his thoughtfulness in allowing us to meet with them so that each

of us may be better informed of what the others are doing. Like the NAEB earlier, the Center has been confronted with the need to raise Network assessments in order to cover an increasing share of distribution costs. Such a rate increase, on a graduated basis, was, in part, approved by the affiliates as necessary. Such data and information, however, can best come from the Center itself through its own publications.

All in all, this has been a busy and profitable month and year. Our thanks to all of you for your wonderful friendliness and ever-present helpfulness.

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An excellent article, which gives one of the best collections available of statements of the educational advantages of ETV, is contained in the special ETV issue of Television Opportunities for July-August, 1956. We have requested copies for all NAEB members and hope to enclose with this Newsletter. If they do not arrive in time, or in sufficient numbers for this distribution, drop me a note and I'll see if we can't get you a copy.

Upon my return from the convention I have gone over the final offering of the Network. I add this note at this point to urge you to look it over if you have not done so, or if it has been seen only by your Network relations director. I think you'll be surprised at the excellence of the offerings beginning to be available in this service.

NETWORK NEWS

At the time of this writing, all Network stations have received the offering for the 1st quarter of 1957; indeed, many of the stations have already placed their orders for this quarter. We feel this offering represents the best programming we have made available to the stations over a period of years, both in the number of series from which stations may choose and in the topical variety offered.

In addition, this offering initiates the "basic and bonus" offering system, and our first bonus offering consists of four series:

METECROLOGY (the work of the Air Weather Service), TO MAKE MEN FREE (a series on the War Between the States centered around the activities of troops from Michigan), THE FRENCH THEATRE (a series of original French plays, done in French, and preceded by a summary in English), and IN THE HALLS OF FRENCH CULTURE (a series devoted to discussion of famous French cultural institutions, also in French).

On the basic part of the offering, we have three new grant-in-aid series: AMERICA ONSTAGE (a survey of the American theater of the 19th century), VOICES OF EUROPE (another series produced by Milton Mayer whose previous work along this line is well known), and POLITICS IN THE 20TH CENTURY (a survey of the American political scene since the turn of the century - each program features an analysis by Samuel Lubell). In addition, we have a Cooper Union Forum series, a music appreciation series by Irving Sablosky, Music Critic of the Chicago Daily News, and a new children's series, CARNIVAL OF BOOKS, made available by WMAQ, Chicago, plus many other interesting and stimulating series. We trust the stations will let us hear any listener comments on these series; also we would like to hear from a few of you program directors.

Again we would like to urge stations to make every effort to return tapes as soon as possible. Our tape supply has been running low - as a matter of fact, we ran out of tapes last week. Since tapes are necessary to our operation, we need all we can get; will you please return as many as you can!

I was pleased to meet with the station representatives in Atlanta, and to hear their comments. Sorry all Network stations couldn't be represented, but maybe next year!

--Bob Underwood

Just Bragging -

In the October Issue of RCA Educational TV News, four of the seven articles they printed were picked up from the Newsletter. Several articles were also mentioned in the RAI Journal. Very nice ... shows someone's reading it.

NEWS OF MEMBERS

GENERAL

Frank Schooley, director of University of Illinois broadcasting (and NAEB president), accepted a special citation on behalf of the staff of WILL-TV. The citation was presented by the Illinois Division of Traffic Safety in appreciation of assistance given the state agency in Governor Stratton's traffic safety education campaign. WILL-TV has given a considerable amount of public service time for traffic safety messages and programs. The Traffic Safety Division feels this has been one of the most important factors in Illinois' lower rate for highway fatalities.

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In response to a highly favorable audience survey, WUOM, University of Michigan, has increased its weekly air-time to 70 hours. This puts the station on the air regularly seven days a week for the first time in its history.

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The University of Michigan has begun installation of a color TV system for medical teaching of surgical and clinical procedures to undergraduate and postgraduate classes. Application of color TV to surgical instruction will give immediate and precise detail of hand movement, finger movement and surgical instruments to a large group of observers at one time.

--RCA Educational TV News
October, 1956

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WOI-TV, Iowa State, has put out a very ambitious all-TV series of in-school programs. Every day, Monday through Friday, from 1:30 to 2 p.m., either elementary or junior high schoolrooms may enjoy their excellent programming. This is the start of WOI's fifth year of in-school programming. Last year more than 38,000 students in 1,400 central Iowa classrooms viewed Iowa TV Schooltime regularly. Now 275 Iowa Schools are equipped with TV sets.

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American Education Week, November 11-17, theme - "Schools for a Strong America," offers a good opportunity for ETV men to show the advantages of their medium. In Philadelphia a closed-circuit TV demonstration will be presented every day in a department store window. At the opposite end of the window will be a teacher and 8 pupils who do a follow-up utilization of the telecast. Each day a different subject will be presented and sound will carry the entire proceedings to the street.

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"Educational TV Growing Fast" is the title of an article by Ed Wegener, Director of ETV at Auburn, Alabama, that appeared in the September Auburn Alumnews. Wegener tells how the station has been growing, how they serve the community and what they plan to do this year locally and in conjunction with the Alabama ETV Network.

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WUNC-TV, North Carolina, has put out a slick little brochure explaining a bit about itself. Livened by photographs and drawings, the written material states concisely what ETV is, how WUNC fits in the over-all picture and gives a partial list of its many accomplishments. On the back there is a map of North Carolina clearly showing WUNC's station locations and coverage. Very nice piece of work!

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In cooperation with the Public Library, WCET, Cincinnati, is "selling" educational programs by means of book marks inserted in books drawn from the main library and all the branches. The book marks list interesting programs "seen only on WCET." The book marks will be distributed in 25,000 lots over the year. A total of 100,000 book marks will tell the WCET story to patrons of the library.

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The University of New Mexico began its fourth year of TV programming with the cooperation of KOB-TV and KGGM-TV in Albuquerque.

Two 30-minute live telecasts are presented a week: one an adaptation of outstanding works of early English literature, the other a panel discussion with leading university and state officials on issues of particular interest in an election year. Bernarr Cooper, Director of TV & Radio, is directing the project and presenting imaginative programs with little material or props.

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WOI-TV, Iowa State, received a plaque from the Lutheran Church, Missouri Synod, for presenting as a public service the TV series they produce, "This Is The Life," since its beginning four years ago.

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Ohio University's radio station WOUL begins operations soon on a new educational channel at 1340 kc. The new 100 watt AM station will replace the 6 watt carrier current station which has been in operation since 1942. It will have primary coverage for 15 miles, a practical coverage of about 40 miles and be on the air 16 hours a day for 365 days a year.

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The Alabama ETV Commission issued a report on the organization of their program coordination and public information departments. Made at the suggestion of General Manager Raymond D. Hurlbert, the report gives a clear, concise picture of their operations. Wish more members were this well organized!

PERSONNEL

Adolph R. Dvorak has been named chief engineer at KUON-TV, University of Nebraska. Dvorak has 9 years radio and TV experience and for the past 3 years has been a staff engineer at KOLN-TV, the commercial TV station in Lincoln.

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Boyd Rooney of Hedgesville, West Virginia, has joined KUON-TV University of Nebraska, as a producer-director. He is a graduate of Shepherd College and is completing a M.S. in speech and drama at the University of Nebraska.

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Florida State University's Department of Radio & Communications has announced the appointment of Werner Vagt as head of cinematography. Vagt was formerly with the Motion Picture section at the University of Nebraska.

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Rod Shephard, formerly manager of station KVCR-FM, at Valley College, San Bernadino, California, has moved on to become Dean of Men at the same college. New station manager is Rex Gunn, who was director of public information for the college.

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Michael J. Ambrosino has been appointed Assistant to the Director of Operations of WGBH-TV, Boston. Mr. Ambrosino was TV Coordinator for this year's Schenectady, N.Y., closed-circuit ETV experiment. The appointment of David M. Davis as TV Production Manager was also announced. During the past year, Mr. Davis was Director of TV for WUNC-TV, North Carolina (at Raleigh).

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WHA, Wisconsin, now has Don Voegeli as Operations Supervisor and all-around trouble shooter. Mr. Voegeli has been music director there since 1943. Jim Collins fills his vacated post.

PROGRAMS

"Ticker Tape" the WTTW show designed to enlighten ordinary citizens about the securities business, is believed to have the largest audience of any program on Chicago's ETV station. In the ten weeks covering the late summer doldrums, the show received more than 3,500

letters and post cards. Currently the program is getting about 600 pieces of mail a week. "Ticker Tape" is presented by the central states group of the Investment Bankers Association. Sam Lyons, managing editor of Finance magazine, was moderator of the first programs. Since then, William Clark, financial editor of the Chicago Tribune, has been moderator. The four man panel (three men from brokerage houses and one specialist in the field) changes every week and no script is used.

--Chicago Tribune, Sept. 27, 1956

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What to look for in a home? "Blueprint for Living," a new TV series presented by Illinois Institute of Technology, will attempt to answer this and other questions involved in selecting and maintaining a home. The series will start November 13 over WTTW, Chicago, and will explore various aspects of architecture and city planning as they relate to the home, home improvement, city and suburban living, subdivisions, and the population move from city to suburb.

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KUHT-TV, Houston, has begun a new once-a-month program called "President's Assembly." The University of Houston president, Lt. Gen. A.D. Bruce, is conducting the half hour round table discussion designed to acquaint the public with significant developments in university programs and policies. Viewers are invited to send in questions about the university for discussion and to suggest topics for the monthly programs.

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John Scott, Time magazine foreign correspondent, author and lecturer, was interviewed over WILL, University of Illinois radio station, on "Between the Lines," a news feature heard October 24th. Scott had just returned from a 4-month fact-finding trip through India, the near East and Europe. He talked about India, Suez and the Arab-Israeli dispute.

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A new TV series starring Dione Lucas - one of America's foremost cooking artists - made its debut on WQED, Pittsburgh, October 2. The half-hour program featured the preparation of basic dinner menus, main dish and dessert, plus timely food hints, menu-planning suggestions and many short cuts to artistic and glamorous meals.

One of the nation's outstanding educators, Dr. Harry S. Rogers, was the guest of Leonore Elkus on her WQED "Key to the City" program on Thursday, October 18. Dr. Rogers, who is president of Polytechnic Institute of Brooklyn, N.Y., discussed what types of engineers are needed, the kind of training that they require, and related questions. In a city such as Pittsburgh where able engineers are needed in a continuously greater number, Dr. Rogers' theories and his presence could not have been more welcome.

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A double-barrelled barrage of live television and radio programs will be broadcast this season by WGBH-TV and WGBH-FM, Boston. Highlights of the new season: full-length, live Boston Symphony Orchestra concerts on WGBH-TV & WGBH-FM - the first TV appearance of the Orchestra this season was Sept. 30; weekly programs telecast directly from the galleries of the Museum of Fine Arts - the only museum in the world permanently equipped for live TV broadcasts; and on WGBH-FM - the first broadcast in this country of the complete and triumphant Moscow concert performed by the Boston Symphony Orchestra.

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Enthusiastic young nature lovers, ranging in age from 6 to 15, exhibit their hobbies and relate their understanding of their interests on the "Stop, Look and Listen" show over KQED, San Francisco. Fossils, telescopes, butterfly wings or whatever the scientific collection become twice as exciting for viewers and participants through Mrs. Janet Nickelsburg's magnetic efforts. The program started its second year October 15th.

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WKNO-TV, Memphis, got a big boost from the Memphis Commercial Appeal for their TV class on reading and writing (October Newsletter). The newspaper ran a full page complete with color pho-

tographs in their Sunday, October 21st edition. The article gave most of the credit to three women who put on the show: Miss Ruth Knowlton, the teacher; Mrs. Pauline Hord, script writer; and Miss Elisabeth Mooney, all-around adviser and director. The teaching technique was explained in detail and the many gratifying results told (as of October 22, 704 adult students were enrolled). Orchids were tossed right and left to the women who run the show, the station and the backers. Certainly it is a wonderful thing WKNO is doing; may we all join in the congratulations!

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WHYY-TV, Philadelphia, announces that it will have a program featuring pianist Natalie Hinderas when it goes on the air late in November. The program will be seen on alternate Tuesdays for 15 minutes between 8:30 and 8:45 p.m. Miss Hinderas gave her first full-length recital when she was eight. She has appeared in NBC's "Encore" and as soloist with the Chicago NBC orchestra.

FCC ACTIONS

ETV RESERVATIONS UPHELD

(Ed. Note: The following is a verbatim report of a Memorandum and Order issued by the FCC concerning a petition to delete all ETV channel reservations that are not now in use. A digest of another memorandum follows this report.)

1. The Commission has before it for consideration a petition filed on February 28, 1956, by Albert Jerry Balusek to make all TV channels presently reserved for education available for commercial use. The petitioner also suggests the Commission's Rules be amended to clarify the responsibility of commercial TV stations to provide free time for educational broadcasts.

2. Petitioner contends that reserving channels for educational use inhibits the development of an effective TV service, since relatively few stations have been established on the reserved channels. He argues that most commercial stations already provide an adequate amount of time to educational interests and that use of such time by educational groups would permit more effective use of funds for better programming and prevent competition between educational and commercial stations. This would more effectively accomplish the objectives of educational television.

3. Prior to the issuance of the Sixth Report and Order in April, 1952, extensive hearings were held to decide whether TV channels should be reserved for educational stations. In those hearings the opponents of educational reservations advanced the same arguments now made by the petitioner, i.e., that the reservation of channels for this purpose would result in a waste of valuable frequency space because of non-usage and the limited appeal educational stations would have. They said best results could be achieved by cooperation between educational groups and commercial broadcasters. After careful consideration, it was concluded that the record supported the reservation of channels for educational purposes. The Commission concluded there is a need for educational TV stations and a reservation of channels is necessary to ensure such stations come into existence.

4. The Commission also found that voluntary cooperation of educators and commercial stations cannot be expected to achieve all the important objectives of educational TV, since educators require broadcast time on a regular basis. An audience cannot be built up if educators are forced to shift their broadcast period from time to time, and the presentation of a schedule of programs comprising a number of courses designed for several age and interest groups would require greater periods of the broadcast day than could be obtained on commercial stations. The Commission made it clear the provision for non-commercial educational stations does not relieve commercial licensees of their duty to carry programs which fulfill the educational needs and interests of the community in which they operate. The Commission emphasized this obligation applies with equal force whether or not an educational station was reserved or operating in their community. The Commission also denied a petition that a certain amount of time be made available for commercial

purposes on all TV stations by saying the proposal was not practical and would probably prove illegal.

5. The petitioner's arguments do not persuade us to change the conclusions we reached in the Sixth Report and Order that "all things considered...the reservation of channels for non-commercial educational stations together with continued adherence by commercial stations to the mandate of serving the educational needs of the community is the best method of achieving the aims of educational television." We noted that the channels should not be set aside for an excessively long period of time and that we will, from time to time, survey the reservations. We believe this problem can best be handled on a case-by-case method.

6. In view of the foregoing, IT IS ORDERED, that the above-described petition of Albert Jerry Balusek, IS DENIED.

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In the FCC Memorandum and Opinion of October 22, in connection with switching an ETV reservation from VHF to UHF, (Rib Mountain TV, Inc., - October Newsletter, p. 19) the Commission concluded the "comments submitted by numerous...educational institutions and civic groups reflected active interest and organizational and other steps being taken toward establishing an educational station on that channel." The Commission decided the public interest would not be served by tampering with ETV reservations when there was evidence of interest and activity toward establishing an ETV station. The request for a switch in reservations was denied.

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The FCC has asked comments to be submitted by November 15 on a plan to make Springfield, Illinois, an all-UHF TV city. The Commission proposed to shift UHF Channel 36 from St. Louis to Springfield. Previously they had proposed assigning Channel 39 to Springfield and shifting VHF Channel 2 from Springfield to St. Louis.

The ETRC reports Florida's Governor Collins has appointed a committee to study the state's immediate and long-range ETV needs.

BOX	Total TV Stations - 490 (394 VHF, 96 UHF) includes 23 non-commercial - 6 UHF
SCORE	Total AM Stations - 2928 (includes 35 non-commercial)
excerpted from TV Digest	Total FM Stations - 620 (includes 138 non-commercial) --

STATION AIDS

OHIO STATE AWARDS

Have you entered your outstanding programs in the competition for the "Ohio State Awards," the 1957 American Exhibition of Educational Radio & Television Programs? Entries close January 2, 1957, and there is no limit to the number of program series you may enter. Awards will be announced May 6, 1957. Write for information and entry blanks to:

I. Keith Tyler, Director
Institute for Education by Radio-TV
Ohio State University
Columbus 10, Ohio

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For those of you who have trouble getting good recordings of sacred music, the Protestant Radio & TV Center in Atlanta, Ga., has four libraries of different kinds of music. Music may be had sung by a mixed quartet accompanied by a piano, a male quartet and a pipe organ, a choir and a pipe organ and played by pipe organ alone. For further information write the Protestant Radio & TV Center, Inc., 1805 Clifton Road N.E., Atlanta 6, Georgia.

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A novel program, "Mr. Fun Finder," has been written to plug the many recreation facilities in Phoenix, Arizona. The script was written by Herb Ross of the city's Parks & Recreation Dept. and he has generously offered to supply copies to anyone who wants one. Naturally, some items must be changed to conform to whatever city is using the program, but the basic framework is interesting and adaptable. Write to Mr. Herbert Ross, Information Representative, Parks & Recreation Dept., 2700 North 15th Avenue, Phoenix, Arizona.

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The University of California at Los Angeles has announced the release of 3 new 16mm films and a filmstrip. The films are: "The Child in the Middle" - which deals with the integration of the child into the classroom; "Building Children's Personalities with Creative Dancing" - an approach to personal development through an art form; and "Reading Music with Shaped Notes" - a process with the ultimate aim of teaching children to read conventional music. The filmstrip shows a recommended procedure for selecting textbooks. For additional information write to:

Educational Film Sales Department
University Extension
University of California
Los Angeles 24, California

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The Alabama ETV Commission has issued a sheet on "TV Receiver Features Recommended for Classroom Use." An excellent compilation of data, it may be had by writing to:

Alabama Educational Television Commission
807 Protective Life Building
Birmingham, Alabama

In the September issue of the Newsletter the program "Hello Out There" was mentioned as being shown at the NAEB Staging & Lighting Workshop. It was produced in the WUNC Chapel Hill studio and not in their Greensboro studio as reported.

Deadline dates for the NAEB Grants-in-aid for research have been extended to January 1, 1957. Detailed instructions for making an application may be obtained by writing to Headquarters, 14 Gregory Hall, University of Illinois, Urbana, Illinois. Let's get those applications in! Winners will be announced February 1, 1957.

RESEARCH

A survey of the 19 education stations on the air last spring, conducted by the ETRC, resulted in the following program analysis for the one-week period: 3000 persons enrolled in 22 telecourses with many additional viewers reported as auditors; 468 hours on the air, approximately 75% directed to adult and family audiences and the balance to children; 60% were live programs, with 21% kinescopes and 19% film.

BROADCASTING AROUND THE WORLD

RUSSIAN COLOR TV

According to RETMA International an agreement has been reached between the Soviet Union, Czechoslovakia, and the Soviet Zone of Germany for the development of color TV. Russia will work on the camera and studio equipment, Czechoslovakia on transmitter equipment, and East Germany on relay problems. It is expected that the three countries will launch color TV in 1960.

When Election Day rolled around in the U.S., it found French radio listeners well briefed on the issues at stake and following the returns as they came in. For the past weeks, Pierre Crenesee, Director of the French Broadcasting System in North America, has gathered the material for a series of 10 six-minute programs, each centered on one aspect of the campaign and its central figures. He tried

to present in these broadcasts - featured in France over the entire country - the up to date political picture in the U.S. and portraits of both party's leaders. The election returns were received by short-wave and fed to the three French networks for complete coverage broadcasting.

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National Australian Television starts in November, just prior to the Olympic games. Sir Richard Boyer, chairman of the Australia Broadcasting Commission, has an article in the September 1st ABC Weekly discussing the forthcoming service. Most of the programs will be presented in the evening, but some will be seen afternoons. This TV coverage, Boyer says, is of an interim character as full operation will not commence until April, 1957.

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According to Iraqi officials there are now between 500 and 600 television receivers within range of Baghdad's one television station. Radio and TV Weekly reports that the station is on the air two hours a day carrying sports events, documentary films, and drama. Lessons in home economics are planned for this fall demonstrated by Iraqi girls.

The Canadian Broadcasting Corporation announced it will open 2 new TV stations at two U.S.-leased Air Force bases in Newfoundland. The stations at Stephenville, on the west coast of Newfoundland, and Goose Bay, in Labrador, will be operated as CBC stations under a Canada-U.S. agreement on a 5-year test basis. U.S. Armed Forces Radio and TV Service will make available equipment and personnel for the stations, along with a proportion of programs from major U.S. networks. Present plans are for about 7 hours of broadcasting a day.

--AP News Service

TEACHING BY RADIO - TV

WTTW JUNIOR COLLEGE

Registration for the Junior College courses for credit over WTTW Chicago, (October Newsletter) now numbers 2,533 with a total of 1,325 students. According to WTTW officials more persons are enrolled for credit in these TV courses than in similar courses on all other commercial and ETV stations combined. More persons are registered in each of the courses than for any other TV courses in history: English - 709; Social Science - 646; Political Science - 589; and Biology - 589. Congratulations to station personnel! This is one teaching experiment that's really going over with a bang.

However, those Junior College courses on WTTW are causing quite a controversy with the Chicago teachers' union. A plan to file a kinescope library of the filmed classes has been protested by junior college teachers, who have refused to sign a release to kinescope rights until lawyers have studied the document. The teachers fear the film library could be used in the future as a weapon against the union, as filmed classes could be run on TV.

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A compendium published recently by Michigan State University lists all telecourses known to have been offered for credit. The listings are from institutions and give course titles, date, number of credit hours, etc. Copies of this publication (35 pages of mimeo) may be obtained for a small charge from Lawrence E. McKune, TV Producer-Coordinator, Michigan State University, East Lansing, Michigan.

--Educational TV Newsletter, Sept. '56

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Wisconsin State College presented a TV course for college credit over WTMJ-TV, the Milwaukee Journal station. Called "America Elects a President," its purpose was to acquaint viewers with the historical background of presidential elections and explain how an or-

dinary citizen makes his way up the ladder to the highest office in the land. Between 24-25,000 persons watched the program and response was very enthusiastic.

--Television Information Committee

Closed-circuit TV comes in handy most everywhere these days. B. Perini & Sons, prime contractor for the New York Power Authority, is using closed-circuit viewing to help supervise the building of the St. Lawrence Power Dam at Massena, New York. A remotely operated weather-proofed TV system is installed on a high platform that gives a birds-eye view of the excavations and concrete pouring to the boss in his office many hundred feet away.

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Mrs. Irma Pratt, a third grade teacher of Mukwonago, Wisconsin, tossed a spray of orchids to WHA-FM with an article in the Wisconsin Journal of Education praising WHA's radio course in conversational French. She says she and her pupils never enjoyed learning more, that curiosity and the desire to learn mushroomed in the youngsters.

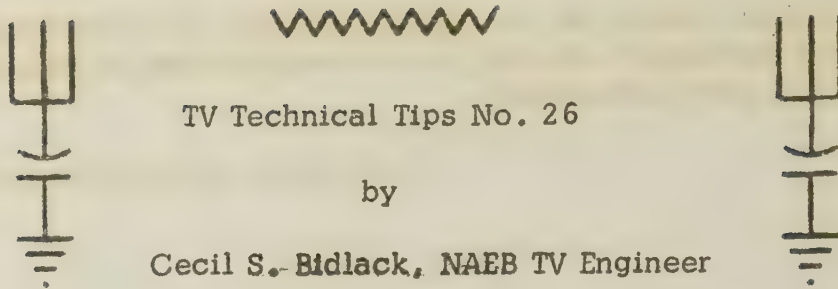
* * * * *

The Army's psychological warfare center at Fort Bragg, N.C., announces it will put into operation a completely mobile TV station. The mobile unit is said to be the first complete unit of its kind in the nation. Authorities say its 75 watt transmitter can broadcast live or film programs 15-20 miles.

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Closed-circuit TV is being used at several Army forts for basic training. TV instructs GI's in electronics and teletype maintenance, among other subjects. Teachers like the method because there is a minimum of classroom disturbance and notes can be taken.

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We're very much impressed by the evidence we've seen of the expansion taking place in educational television. During the past month we've had the opportunity of seeing some of this growth first hand. In last month's column we mentioned Pittsburgh and Philadelphia. This month we want to outline what is happening in Denver, Seattle and San Francisco.

In Denver, Tom Morrissey introduced us to school officials and showed us their fine new plant which is partially completed. The new KRMA-TV studio will be located in an addition being built to the Emily Griffith Opportunity School. When these new facilities are completed, they will be able to leave their crowded temporary studio and bring the staff together under one roof with adequate office, work and studio space. We also visited their transmitter site atop Look-out Mountain where they are situated with Denver's three commercial TV stations at an altitude of some 2,600 feet above the city.

In Seattle, Loren Stone and John Boor proudly conducted us through their new building. Built at a cost of over \$500,000, this building is shared with Drama, although facilities for each function are separate. Two TV studios have been provided: one 36 x 36, the other 36 x 60. Switching and audio control rooms overlook the studios from above with all video control equipment located centrally in one large room. Adequate space has been allocated for offices, film projection, set construction and storage.

KCTS is also beginning to get results with a kinescope recorder, built locally after over a year of experimenting. The recording camera has been designed for fast pulldown so as to permit an exposure of 1/30 second.

KQED in San Francisco is now in operation from its new studio location. At the time of our visit they had barely moved in and much

work remains to be done. However, when we arrived they were in the process of making a kinescope recording in spite of many handicaps caused by their recent move.

We were surprised to learn that the KQED kinescopes are made on contract. The recorder is mounted in a panel truck, the truck is run into the shop adjacent to the studio and there supplied with power, audio and video. Like the Seattle recorder, the camera was designed and made locally. It photographs a reduced size image on a 12k P4A kinescope.

KQED is also relocating its transmitter. At present it is on top of the Mark Hopkins Hotel. A new transmitter house is nearing completion and the transmitter will probably be moved during the Christmas school vacation. This will be quite a feat since it is located on a penthouse two floors above the "Top of the Mark." The transmitter will have to be dismantled, moved outside the building through a window, lowered several floors and again brought inside the building where it will be lowered by elevator.

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We had hoped to be able to report seeing another demonstration of the Ampex Videotape Recorder at the SMPTE convention. Unfortunately there was no demonstration, but three papers on its operation were presented. One reviewed general principles of operation, a second described the FM modulation system used, and the third gave a detailed description of the switching system used on playback. At the time of the Convention, prototype models of this recorder had not yet been delivered to the television networks.

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Kinescope recording is very much in evidence on the west coast with practically all network evening programs being delayed three hours by this process. Most of this recording is done on 35mm film, although at NBC a protection copy is also made on 16mm film. NBC is also recording color programs in black and white on the newly developed lenticular film recorder. We had the opportunity of seeing a demonstration of this film and thought the color and definition were excellent. However, we had unenthusiastic reports from others about some broadcasts they had seen that had been recorded by this process.

Perhaps ETV engineers should derive some satisfaction in knowing that network kinescope operations do not achieve 100% perfection regardless of the man-power, equipment money and experience gained from several years use of this equipment.

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We talked with Frank Kelly of the J.A. Maurer Company, who gave us the impression that kinescope recording is not a thing of the past. The Maurer Co. is making a portable kinescope recorder for the Armed Services. Apparently his firm believes that there is a market for such equipment and is willing to spend the necessary funds for its development. We hope to have more detailed information in the near future.

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The ultimate in rear screen projectors was the subject of a paper at the recent SMPTE convention. Paramount has developed a double frame, triple head transparency projector which cost \$150,000. X2 lenses of 12-inch focal length were developed and used in an arc projector to provide a 19 x 30 foot picture. With a newly developed screen they can operate with higher light levels. Previously they were limited to 40 foot candles of light incident on the rear screen, but with the new projectors the limit has been raised to 100 foot candles.

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We also saw a demonstration of the DuMont Electronicam in Hollywood. Recently this equipment was built into a mobile unit so it might be taken "on location" for making 35mm films. The camera control units and kinescope recorder used in editing are mounted in a bus. A separate trailer is used as a control room. Mitchell 35mm film cameras are used and the demonstration film shown was of excellent quality. The 7 1/2 minute excerpt from a 30 minute play was made in 5 hours actual camera time.

To those in educational stations who think this might be the answer to our kinescope recording problems, DuMont leases, does not sell, this equipment. For a single 35mm camera with electronic (image orth) view finder and the necessary controls and monitor the rental price is \$165.00 per day. No quotations were given for the use of the control room and associated equipment.

PRESIDENT'S PAGE

November, 1956

Dear NAEbers-all:

One to go. That's the story after this page is written. It's been lots of fun. Hope you have enjoyed reading some of the pages, even if not all. What your new president will do about a president's page will be up to Burton Paulu, president-elect, starting with the January issue.

Meanwhile, I trust you'll have no lame duck prexy. Actually, Burton and I have talked a couple of times since election, and before the ink is dry on these pages he'll be visiting headquarters, conferring with Skornia, Hill, Bidlack, Underwood, Schooley and others.

Already, we know of work being done or planned by some of the current committees. This is all for the good, for our work is never done.

The 1956 convention is behind us, and the 1957 one is ahead. For those of you who got to Atlanta, I'm sure it was a profitable meeting. For those of you who failed to make it, I'm deeply sorry. Haskell Boyter and convention co-horts certainly had a fine meeting for us all. It was good to see new faces as well as familiar ones at the convention.

There's one thing that always concerns me greatly during and after the convention. It's simply stated, but I don't know how to solve the problem. That is - how to find time to talk individually with all you fine NAEbers. I didn't get the usual amount of sleep, and I got out of the Biltmore only once during convention days, yet I find myself noting failure to have lengthy talks with some of you. Maybewe'll have more time and fun with someone else in the chair.

Anyway, I do hope you'll agree that the convention accomplished many worthwhile things, not the least being fine programs and participation in programs by NAEbers. In business sessions, we added new membership classifications, set a pattern for future programs, and established a new dues pattern, effective in 1958.

In establishing individual memberships within NAEB, I believe we made another progressive step bringing into the association more

PRESIDENT'S PAGE (con.)

persons interested in educational broadcasting, and opening the way for even more to join the ranks. This action made possible the NAEB-AERT merger, which you'll find related in the Newsletter.

The convention also took other important actions, not the least of which was to start the presidential incumbent on the road out. I say this sincerely, gratefully, and with all good wishes and commendations for the new officers. But when a guy like the writer has served the Association, either in elective or appointee office, for more than half the years the Association has lived, then the members should look at the picture and make a change. To be sure I'm right, I looked up the records - just for fun - and found Schooley's name listed in 16 of 31 years. Too many, I'm sure you'll agree.

Anyway, I don't have to hold office to be interested in NAEB and I'll still be willing to serve in whatever capacity I can best.

Meanwhile, loud shouts that this is the next-to-last page from the ol' man.

--Frank E. Schooley

NEWS-LETTER